

ABSTRACT

The growth of Bandung's creative industry increases the need for coworking spaces that support creative work. Project Space currently lacks strong branding and visual identity to attract students, freelancers, and creative professionals. This study aims to design a branding and visual identity system for Project Space that aligns with its target users. Using a qualitative approach through observation, interviews, and literature study, the results include a visual identity that reflects creativity, collaboration, and flexibility, along with the development of Project Lab as a support facility for digital creators. The new branding is expected to strengthen Project Space's position as a creative coworking space in Bandung.

Keywords: Branding, Visual Identity, Coworking Space, Creative Industry